

MINUTES
Planning and Zoning Commission & Architectural Board of Review
City of Willoughby Hills, Ohio

November 1, 2018

CALL TO ORDER 7:00 P.M

PRESENT: Chairman Christopher Smith, Vice Chairman John Lillich,
Mayor Robert Weger, Councilman David Fiebig, Jonathan Irvine,
Michael Kline and James Shannon.

ALSO PRESENT: City Engineer Pietro DiFranco, BZA Representative Frank Cihula

CLERK: Not Present.

Correspondence:

- Email dated 10/19/18 from City Engineer DiFranco RE: Building Signs (Phase 1) for the Hospice of the Western Reserve at 34900 Chardon Rd.
- Email dated 10/19/18 from City Engineer DiFranco RE: Building Signs (Phase 2) for the Hospice of the Western Reserve at 34900 Chardon Rd.
- Email dated 10/19/18 from City Engineer DiFranco RE: Freestanding Sign for the Hospice of the Western Reserve at 34900 Chardon Rd.
- Email dated 10/19/18 from Asst. City Engineer Trepal RE: 2 Face Replacement Signs for CSL Plasma at 28301 Chardon Rd.
- Email dated 10/19/18 from Asst. City Engineer Trepal RE: Building Sign for CSL Plasma at 28301 Chardon Rd.

Disposition of Minutes

- **Meeting of September 20, 2018**

MOTION: John Lillich moved to accept the Minutes of September 20, 2018 as submitted.
Seconded by Councilman Fiebig
Voice Vote: 5 Ayes and 2 Abstentions (Irvine, Kline).
Motion Passes: 5/0.

- **Meeting of October 4, 2018**

MOTION: Councilman Fiebig moved to accept the Minutes of October 4, 2018 as submitted.
Seconded by Mayor Weger
Voice Vote: Ayes Unanimous.
Motion Passes: 7/0.

ARCHITECTURAL BOARD OF REVIEW

Public Portion opened at 7:02 P.M.

No Public Input.

Public Portion closed at 7:02 P.M

1.) 34900 Chardon LLC

Hospice of the Western Reserve, Bldg. 1.

Agent/Contractor: Chuck Zingale, Studio Z Graphic Design

34900 Chardon Rd. – Building Signs (Phase 1) - PPN: 31-A-004-0-00-018-0

Plans received by City Engineer 10/11/18

Plans reviewed by City Engineer 10/19/18

Present: Chuck Zingale (Studio Z Graphic Design) representing Hospice of the Western Reserve

Owner/Representative Comments:

- It is a three-part project with three types of signs. Images of project shown. There are three buildings associated with this property. We are dealing with Building #1 at 34900 Chardon Rd.
- Each entry way of the three buildings would have white, raised fascia panels. They will become an architectural feature of an existing area. Their concern is that each building be identified as 'Hospice'. Each sign is a separate project to be considered separately.
- Phase 1: Each banner will be 37.5 sq. ft. There will be two (2) 2'6" x 15' white polyvinyl banners with reinforced edges and grommets and mounted to the building walls. Total sq. ft. both banners. Graphics on signs will be 'Hospice of the Western Reserve'. They will be used until the permanent building signs are produced.
- Both locations are located on the submitted image. Each banner will be centered between windows. They will be attached at the fascia.

City Engineer's Comments (DiFranco):

No Comment.

Board Comments:

(Lillich) I toured the site today. None of the buildings have any sign on them, besides the one that designates their building number. There is a ladder-type sign outside each building that lists all of the tenants within. I would be very reluctant to change that. My concern is that it would open up signage on the building to all of the other tenants. I don't think signs on the building will enhance the campus. It would diminish the architectural design and the feeling of the campus.

(Shannon) I agree with John. The sign outside is dignified and conservative. If you are consistent with the sign over the door, that's fine. The banners border on gaudy. It could start 'competing' banners.

(Smith) Is there anything in our Code that would restrict them from putting a sign on the building? Was the lawsuit about signage?

(Lillich) The lawsuit was about re-zoning from Residential to Commercial. I think that if the signage has been okay for all the other tenants then it would detract from the look of the campus to put additional signs. *Hospice of the Western Reserve utilizes this type of signage at all of their locations. They are intent on the signage. They stressed the importance of being identified like the other businesses in the community. I don't see any signs on Buildings 1, 2 and 7. The intent is to identify them once someone is on the property. They will not be really visible from the street. I am talking about the permanent signs above each of the doorways. The landlord and Hospice both feel that those areas were intended for tenant identification.*

(Shannon) Are we making a decision in taste?

(Smith) We want to be fair. We could ask about the vacancy rate in the buildings. Putting these type of signs is more the look of a retail establishment rather than a professional office building. If we put signs on the building for passersby it opens up questions for future signage applications. However, we also want to promote economic growth in the City. It is a balance. Taste is subjective.

(Lillich) There is a small, 3-foot high ladder-type sign outside each building with the names of the tenants. Perhaps there could be a monument sign out by the street. Traditionally we have not had

tenant signs on the building. This is our City Center area. Tenancy usually has more to do with building maintenance and ownership.

(DiFranco) To answer the question about building signage in a Commercial District, if you want to restrict building signs, you would have to change the Code.

(Shannon) How much of the building would Hospice occupy? *The first floor.* The whole first floor? *No.* Sometimes in commercial buildings, if there is a major tenant they get preferential treatment.

(Cihula) The lawsuit was in 1978, the original Commercial District would only include part of the current campus. It changed the buffer against the rear property lines from the subdivisions to the south from 70' to about 100'. I don't think it affected the buildings to the front, except that what would be Building #3 was added to the Commercial zone. Building #1 was in the original commercial area. Each of the buildings has one street sign which identifies the building. In the case of Building #3, the sign has its separate ownership shown on the sign. There are no individual signs on the walls of any of those buildings advertising any tenants.

(Shannon) Perhaps the tenant would consider a compromise and accept a small sign down by the bushes?

(Smith) You would set a precedent for every single tenant.

(Lillich) I do not want to deny a sign. I want it to be architecturally in keeping with what is there. I do not want signs plastered across the buildings.

(Fiebig) From what I have seen here and from my understanding, these signs would be professional, orderly and appropriate. The signs would be on the front of the building? *They would be at each entrance way; there are three entrance for each building.* They would be located in the lower third of the building. *Yes.* Hospice would have one sign on each side. So there would be space for five signs for other tenants or businesses to place signs in the future if they choose? *Correct.* I am okay with a temporary sign. The public needs to know that Hospice is there. Signs need to be in keeping with what is in the center of town. They could be kept to the same color.

(Lillich) The background color could be more compatible with the building itself rather than stark white.

(Fiebig) We ran into that issue in the past when Subway wanted its particular corporate colors. This proposal seems to fit into a plan. It is professional. We want residents and people coming to the City to know where they are going.

(Lillich) What will actually take place here? Is it strictly office space or other types of services? *I believe there will be patients.* If the color could be more compatible. *The color may seem to be stark white but in reality they will be shadowed by the sun down each panel.*

(Fiebig) They are not lighted? *No, they are not lighted. They are depicted as whiter for illustration purposing so they would show up against the building.*

(Lillich) we can only approve based on what we see and what is presented.

(Smith) I would not be opposed to temporary signs. I think the intent of the temporary sign is to announce a new tenant and community service. I don't see every single tenant in building wanting a sign on the building itself.

(Lillich) The back ground color of the temporary sign is not a good depiction.

(Shannon) So the background appears brighter than it will be on the actual temporary sign? *The background white will actually be very similar to what is on the building. There will be minimal difference between the existing white and the white panels.*

(Smith) Can you give us a time frame of how long the temporary signs would be up? *Six or seven weeks.*

(Lillich) I would not oppose approval of the temporary sign but would have them return with samples of what would actually be the permanent sign.

(Smith) Is that do-able? *Yes but I would hate to make a \$400 sign and have the Board say 'no'.*

(Lillich) Just a sample of the background and a sample of the lettering. People can familiarize themselves with the color of the building by driving around the campus.

(Smith) It can be done on a piece of paper the actual size of the sign.

MOTION: Councilman Fiebig moved to approve as submitted the Temporary Banner Signs at 34900 Chardon Rd. for a period of no longer than eight (8) weeks.
Seconded by Mayor Weger
Voice Vote: Ayes Unanimous.
Motion Passes: 7/0.

2.) 34900 Chardon LLC

Hospice of the Western Reserve, Bldg. 1.

Agent/Contractor: Chuck Zingale, Studio Z Graphic Design

34900 Chardon Rd. – Building Signs (Phase 2) - PPN: 31-A-004-0-00-018-0

Plans received by City Engineer 10/11/18

Plans reviewed by City Engineer 10/19/18

Present: Chuck Zingale (Studio Z Graphic Design) representing Hospice of the Western Reserve

Owner/Representative Comments:

Discussed above under Phase 1.

City Engineer's Comments (DiFranco):

No Comment

Board Comments:

(Smith) Do we have motion for the third item which is the lawn sign?

MOTION: John Lillich moved, with the applicant's consent, the Board postpone the review of the Building Signs (Phase 2) at 34900 Chardon Rd. until the applicant provides a paper sample of the sign and its background color.
Seconded by Mayor Weger.
Voice Vote: Ayes Unanimous.
Motion Passes: 7/0.

3.) 34900 Chardon LLC

Hospice of the Western Reserve, Bldg. 1.

Agent/Contractor: Chuck Zingale, Studio Z Graphic Design

34900 Chardon Rd. – Freestanding Sign - PPN: 31-A-004-0-00-018-0

Plans received by City Engineer 10/11/18

Plans reviewed by City Engineer 10/19/18

Present: Chuck Zingale (Studio Z Graphic Design) representing Hospice of the Western Reserve

Owner/Representative Comments:

Discussed above under Phase 1.

City Engineer's Comments (DiFranco):

No Comment

Board Comments:

(Smith) Do we have motion for the third item which is the lawn sign?

(Fiebig) I could approve the sign as submitted.

(Weger) As a temporary?

(Lillich) I would ask the applicant for an estimation of how long this tenant would be there. *The landlord would like a little more time to allow the tenant to get settled in. They would like to replicate the sign from Building #3.*

(Fiebig) Would that be two years? *No, it would be well within that time period.*

MOTION: Councilman Fiebig moved to approve the Freestanding Lawn Sign at 34900 Chardon Rd. as a temporary sign for no longer than 18 months
Seconded by John Lillich.
Voice Vote: Ayes Unanimous.
Motion Passes: 7/0.

Additional Discussion:

(DiFranco) You mentioned that the plan to do two monument signs? *(Applicant) Yes, one for Building #2 and one for Building #1. They are separate parcels? Yes, they are separate parcels. I think one of the signs out at the street will identify Building #1 and the other will identify Building #2. I do not know how Building #7 in the back will be identified.*

(Applicant) When do I bring the sample back?

(Smith) How long do you need? The next PCABR meeting is in two weeks, November 15th.

(DiFranco) Call me for sure either way whether you will have a sample ready for the November 15th meeting. *Okay.*

4.) CSL Plasma

Agent/Contractor: Advanced Installation & Sign Service

28301 Chardon Rd. – 2 Face Replacement Signs - PPN: 31-A-008-0-00-012-0

Plans received by City Engineer 10/18/18

Plans reviewed by City Engineer 10/19/18

Present: Olivia Pridemore and Laura McGrath

Owner/Representative Comments:

- We will replace the old tenant sign with the new tenant sign. It will consist of white vinyl channel letters with a black background. Both sides of the sign will be identical.
- The building sign on the front face of the building will be a flat-faced sign with internally illuminated LED channel letters mounted on a raceway.

(Smith) There are two proposals for consideration. Project #1 is the face replacement of the front and back of the existing sign. Project #2 is the building sign.

City Engineer's Comments (DiFranco):

No Comments.

Board Comments:

(Lillich) You are not doing anything that hasn't been there before.

(Shannon) I think it is an improvement. It is nicely done.

(Lillich) On the building sign, what color is the background? *The raceway will match the color of the brick.*

MOTION: John Lillich moved to approve the 2 Face Replacement Signs at 28301 Chardon Rd.
Seconded by James Shannon.
Voice Vote: Ayes Unanimous.
Motion Passes: 7/0.

5.) CSL Plasma

Agent/Contractor: Advanced Installation & Sign Service
28301 Chardon Rd. – Building Sign - PPN: 31-A-008-0-00-012-0
Plans received by City Engineer 10/18/18
Plans reviewed by City Engineer 10/19/18

Present: Olivia Pridemore and Laura McGrath

Owner/Representative Comments:

Discussed above under Project 1.

City Engineer's Comments (DiFranco):

No Comments.

Board Comments:

Discussed above under Project 1.

MOTION: John Lillich moved to approve the Building Sign at 28301 Chardon Rd. as presented.
Seconded by Jonathon Irvine.
Voice Vote: Ayes Unanimous.
Motion Passes: 7/0.

Additional Discussion:

(Applicant) Do we also need to get a building permit from the County?

(DiFranco) Yes, if there is electrical involved? *That would be needed for the wall sign.* First, you would need a zoning permit. *Okay, thank you.*

PLANNING COMMISSION

Public Portion opened at 7:42 P.M.

No Public Input

Public Portion closed at 7:42 P.M.

No Pending Projects

UNFINISHED BUSINESS

None

NEW BUSINESS

None

MAYOR'S REPORT

At last Thursday's Council meeting, we approved the First Merit Bank building as the location of the Auxiliary Police Station so the west end of the City will have a police station and police presence. We are still working on the details. The west end cars will be located there and dispatched there. It will cut down the traffic from City Center to the west side and ensure quicker response. The Police Chief says there is just as much crime on the east side as the west side. Usually the boundaries are Rockefeller Drive. The Mayor has signed the Ordinance. It is a good deal for the City. The building was given to the City for free for lease. Renovations inside the building will be done for free also. That reduces cost to the City except for communication.

COUNCIL REPRESENTATIVE'S REPORT (Hallum)

Approval of the location of the West End Auxiliary Police station as reported by the Mayor. It is rent-free. City does pay utilities. There is no other common area maintenance. The agreement is for 10 years but there is a two-year window to get out of it with a 90-day notice. There are two LLCs. One LLC will pay the other LLC. He will also take care of signage. The Auxiliary Station will provide needed support for the officers. The City will need to provide telephone, copiers, some office furniture, etc. This may also help economic development in the area.

BUILDING COMMISSIONER'S REPORT (DiFranco)

We received an application from a business that wants to move into the former Sam's Club. The business has multiple uses inside so it does not fit into a specific category. We will review it as a 'Similar Use'. They are responding to my initial comments. Hopefully they will be on the next Agenda.

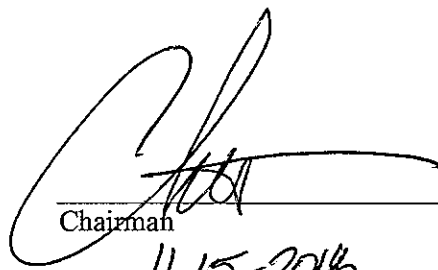
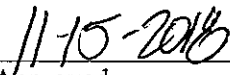
CHAIRMAN'S REPORT (Smith)

No Report.

MOTION: John Lillich moved to adjourn the meeting.
Seconded by James Shannon
Voice Vote: Ayes Unanimous.
Motion Passes: 7/0

Meeting Adjourned at 7:47 P.M.


Clerk


Chairman

Date Approved